

Alexander Hans Collado Jr.

UX Designer and Evangelist | 09771926327

lex.collado@gmail.com | <http://alexiscollado.com>

Experience

Agoda

User Experience Design Intern

June - August 2017, Bangkok, Thailand

- Collaborated closely with senior designers, UX researchers, prototypers, and product owners to create excellent user experiences in an agile and data-driven environment
- Created north star concepts for sorts and filters based on ux research data, competitive analysis and journey mapping
- Designed weather component and filter bar on search results page
- Ended with a final product presentation to Agoda's design team

NuWorks Interactive Labs, Inc.

User Experience Design Intern

October 2016 - February 2017, Manila, Philippines

- Created heuristic evaluation metrics for digital assets
- Designed concepts and prototyped mobile application for internal HR app
- Researched EEG device (E4, Emotiv) use cases for UX Research in advertising assets
- Facilitated affective testing sessions for 30 users handling GSR and EEG data

Freelancer.com

User Experience Design Intern

May - June 2016, Manila, Philippines

- Analyzed the employer and freelancer funnel and proposed recommendations, alternative designs based on benchmarking and user research
- Worked on concepts for notifications module of mobile app

User Experience Society

Founder

July 2015 - Present, Manila, Philippines

- Pioneer the first student UX organization in the Philippines
- Created branding, mission and vision, organizational structure and processes
- Lead organization's Expansion to California, Davao and DLSU chapters
- Started and expanded client portfolio to generate \$2,430 in revenue
- Invited over 30+ high-profile industry professionals to give talks and workshops, including Google UX Designers from San Francisco
- Direct steering committee of all flagship events and partnerships
- Managed social media and increased Facebook following by 2,250 likes

Jump Digital Asia Pte. Ltd.

User Experience Design Intern

April - June 2015, Manila, Philippines

- Worked with UX team to iteratively design marketing-based websites
- Prototyped a Facebook application for an international car brand

Education

Ateneo de Manila University

BS Management Information Systems

Manila, Philippines

Expected graduation in June 2018

- Central Bank of the Philippines Scholar

Lourdes School Quezon City

Secondary Education

2014 - Manila, Philippines

- St. Francis of Assisi Award (Highest Award), Valedictorian (out of 207 students), Gerry Roxas Leadership Awardee, Alfonso Yuchengco Award for National Discipline, Rector's Gold Cross for Outstanding Accomplishment in Information Technology and Community Service, Fernanda Balboa Leadership Award

Methods

Prototyping
Usability Tests
Task Analysis
Competitive Analysis
Contextual Inquiry
Wireframes and Mockups
Heuristic Evaluation
Sketching and Storyboarding
Design Studios

Technical Skills

Sketch, Adobe Creative Suite, Invision, HTML, CSS, JavaScript, FramerJS, Design Frameworks

UX Activities

Conferences

ASES Stanford Summit 2017
UX Philippines 2017
UX Hong Kong 2017
UX Singapore 2016
Form, Function and Class 2016 by PWDO
World IA Day - Manila 2016
Echelon Summit by e27 Singapore
Form, Function and Class 2015 by PWDO
UX Summit 2015 by UXMNL

Design Mentoring and Judging

HealthHacks PH 2015, YouthHack Code Weekend 2016, UP CSI GeeCS 9.0 Hackathon, ASES Manila Startup School Demo Day, UP KEM Idea Generation Contest

Events Management

JFFC 2017, UX & Chill Talk Series, UX University Workshop Series, UX Masters Series, UXPH Meet-ups, UXPH Conference 2017

Talks, Classes & Workshops Given

Mini Design Sprint - YouthHack Ideathon 2017
Leadership Talk - MISA LDS
UX Talk and Workshop - UP Cursor Computer Science Summit 2016
HTML and CSS Workshop - Ateneo GRIDS
HTML and CSS Workshop - YouthHack Code Weekend 2016
Design Studio Workshop - Bynare Technologies and Mutien University
Web Design Class - Lourdes School QC
UX Workshop - Erudition, UP Cursor Week 2016
UX Workshop - University of the East
UI/UX Workshop - UP Center for Student Innovations GeeCS 9.0 Hackathon